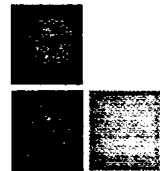


**LANDON ASSOCIATES, INC.**

435 N. MICHIGAN AVE., CHICAGO, ILL. 60611 312-644-8270



August 21, 1985

Ms. Kathleen McArthur  
Leo Burnett U.S.A.  
Prudential Plaza  
Chicago, IL 60601

Dear Kathleen:

Re your request for a makegood of the 12/19/84 Merit Box ad in the San Angelo, TX, Standard . . .

Scott Whitley, at the paper, said the ad appeared on page 5 in that day's morning edition. The obits, which started on page 2, spilled over to page 4, but at the time the paper was being made up there was no way of knowing that this was going to happen. Scott said that it's unfortunate this occurred, but the ad was given very favorable positioning and there's only so much control the advertising department can have over editorial. In view of these circumstances, his publisher does not feel that a makegood is warranted.

Scott pointed out that his newspapers have a very good track record for positioning Philip Morris advertising, and they will continue to do everything possible to adhere to your client's positioning requests.

Sincerely,

Alice Leahy

/aml

cc: Scott Whitley

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